



CASE STUDY BOOKLET



Fresh **Financing Ideas** for the Nation's Hottest **Pizza Franchise**

MARCO'S PIZZA PROBLEM:

Marco's Pizza, one of the fastest growing franchises in the country, issued a mandate that called for their franchisees to make a number of improvements within a matter of weeks. Franchisees were tasked with upgrading their restaurants with new POS technology in a company-wide move to streamline ordering, accept mobile payments, and create a customer loyalty program, all before a rapidly approaching deadline.

However, many franchisees lacked the capital needed to make these changes on time. Many did not qualify for financing through traditional lenders. Others were unable to self-fund, or simply didn't have the resources available to make the required changes.

To help their franchisees get the funding they needed, Marco's Pizza partnered with National Business Capital & Services. Through National's Franchise Funding Program, Marco's Pizza was able to provide its franchisees with all the capital and support they needed to make the mandated improvements ahead of schedule.



NATIONAL'S FRESH FUNDING SOLUTION:

National met with Marco's Pizza executives to discuss their needs and target date, and quickly developed a customized program in order to help them achieve their goals.

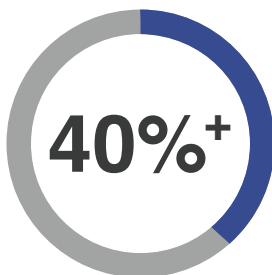
With no time to spare, Marco's Pizza began providing funds to their franchisees that needed help meeting their deadline, which they were able to access within 48 hours—including those that did not qualify for financing elsewhere. In the end, National's partnership with Marco's Pizza helped over 40% of franchisees that needed help making the mandatory changes in time.

Fresh Results, Delivered Fast



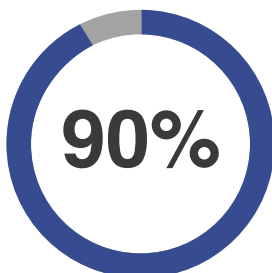
48 Hours

Marco's Pizza was able to provide their franchisees with funding within 48 hours through National's Franchise Funding Program.



40%+

Over 40% of franchisees received help through Marco's Pizza's partnership with National—including those that didn't qualify for financing elsewhere.



90%

Customer satisfaction increased by 90% as a result of all mandatory improvements made across Marco's Pizza franchise locations.

Ultimately, the improvements made helped Marco's Pizza expand their customer base, boost efficiency, streamline operations, and most importantly, increase customer satisfaction by 90%.

Today, Marco's Pizza is the seventh biggest pizza chain in the nation. Founded in 1978 by Pasquale "Pat" Giammarco, the company is getting ready to open its 1,000th location in 2019 and is on-target for 1,500 locations by the end of 2020.

“I want to thank National Business Capital & Services, which helped us by obtaining the loan needed to upgrade my POS. Thanks so much! I would highly recommend National Business Capital to my family and friends.”

**- Mary P.,
Marco's Pizza Franchisee.**

